

# YALSA Advocacy Benchmarks by Category

## Introduction

What is Advocacy?



perience engaging with policy makers on teen advocacy. If that's the case you would start with the getting started level in the showing category of benchmarks.

We know that advocacy can be intimidating to those with limited experience, and a challenge to sustain

## Level 1 - Getting Started

Category	Benchmark	Example
Preparing	<b>Seeks out information</b> on current trends in youth development, library services, and education.	Reads professional library journals such as YALS; follows organizations such as YALSA and DML Research Hub on Twitter, and keeps up with the work of The Pew Internet & American Life project.
Preparing	Identifies <b>specific goals</b> for a teen library program or service and develops a plan for reaching those goals.	

Measuring

**Yearly sets goals** for teen services that support the library's mission statement, strategic plan, etc.

Meets with other staff in the library (administration, youth services, and other service department counterparts) at least once a year to



## Doing

Works with colleagues, administration, and stakeholders to **overcome barriers**.

### Level 3 - Experienced Advocate

Category	Benchmark	Example
	Seeks out information on current trends in	

Preparing

Implements change by **working with admin-**

Doing



Measuring	<b>Yearly sets goals</b> for teen services that support the library's mission statement, strategic plan, etc.	Cuyahoga County Public Library identified development of 40 Developmental Assets, 21st Century Skills and STEM Skills as desired impact for youth attending programming, and backwards designed the Robotix Blox program to achieve these goals. <a href="http://www.yalsa.ala.org/yals/journal-archive/">http://www.yalsa.ala.org/yals/journal-archive/</a>
Measuring	<b>Observes policy makers in action</b> and becomes familiar with current procedures and viewpoints and communication styles.	The Branches of Opportunity report, published in 2012 by the Center for an Urban Future, looks at areas of interest to legislators and funders such as workforce and community development and demonstrates through data how libraries have an impact on improving the lives of community members. Learn more at <a href="http://nycfuture.org/research/publications/branches-of-opportunity">http://nycfuture.org/research/publications/branches-of-opportunity</a>
Showing	<b>Speaks up</b> about teen issues in formal and informal settings.	In 2005/06, Halifax Public Libraries developed a report describing current research into youth development and how it pertains to libraries, challenges for public libraries serving teens, and benefits of library involvement to youth, libraries, and communities. See the full report at <a href="http://www.halifaxpubliclibraries.ca/assets/files/reports/teen_services_report_2005-06.pdf">http://www.halifaxpubliclibraries.ca/assets/files/reports/teen_services_report_2005-06.pdf</a>
Showing	Builds programs and services that regularly <b>provide opportunities for teens to be heard.</b>	As a part of their MacArthur Foundation funded Learning Labs project the Free Library of Philadelphia worked closely with teens using participatory learning and action research techniques to plan and implement new spaces in city libraries. Read more at <a href="http://youmedia.org/locations/learning-labs/philadelphia-pa-free-library-philadelphia-foundation">http://youmedia.org/locations/learning-labs/philadelphia-pa-free-library-philadelphia-foundation</a>